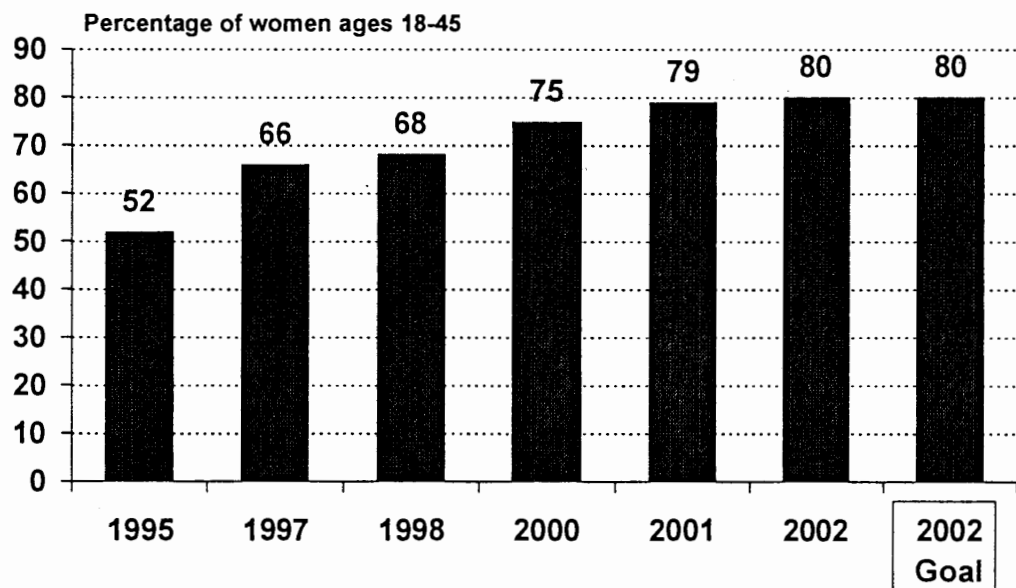


Folic Acid and the Prevention of Birth Defects

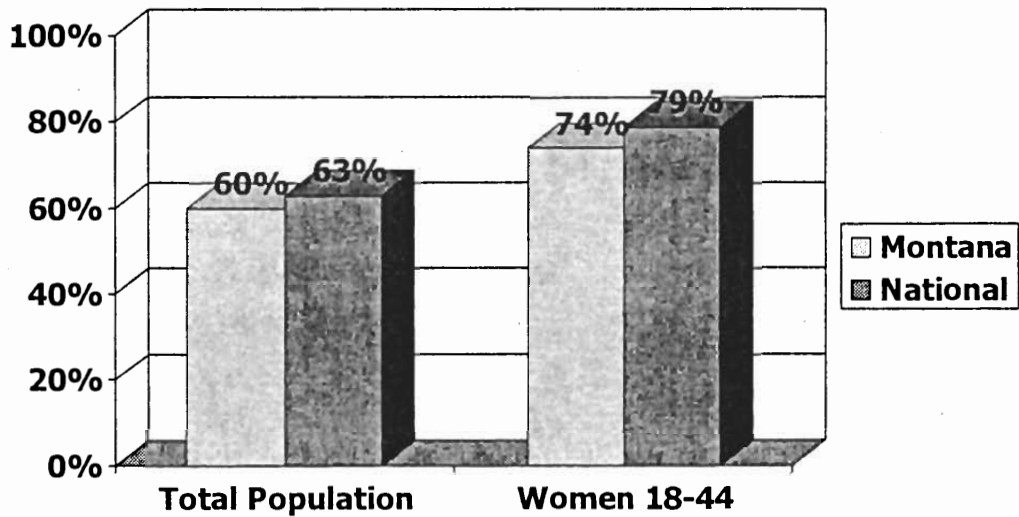
Selected findings from a national survey of
pre-pregnancy awareness and behavior among
women of childbearing age
1995-2002



Folic Acid Awareness Have You Heard of Folic Acid?



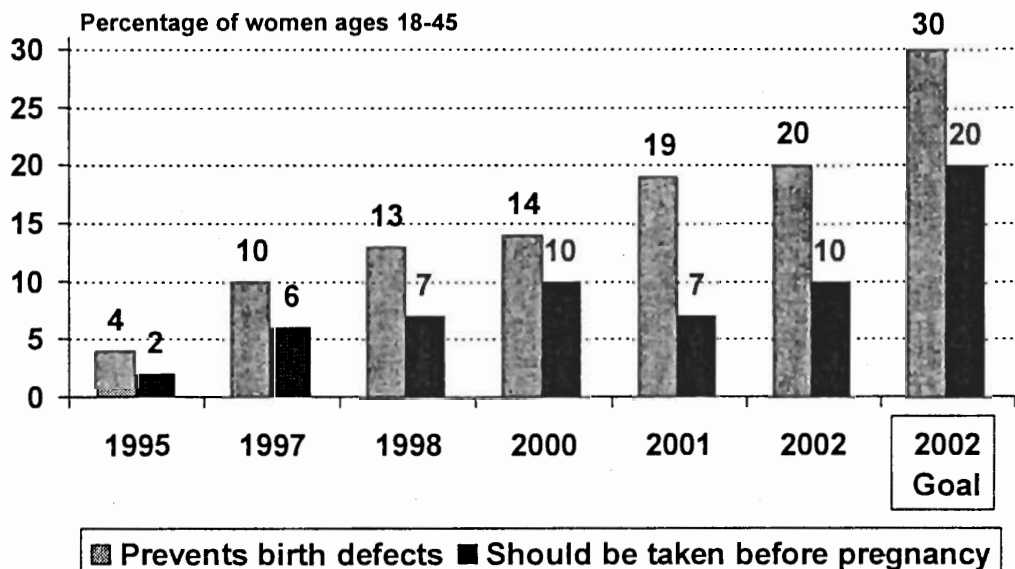
Folic Acid Awareness in Montana



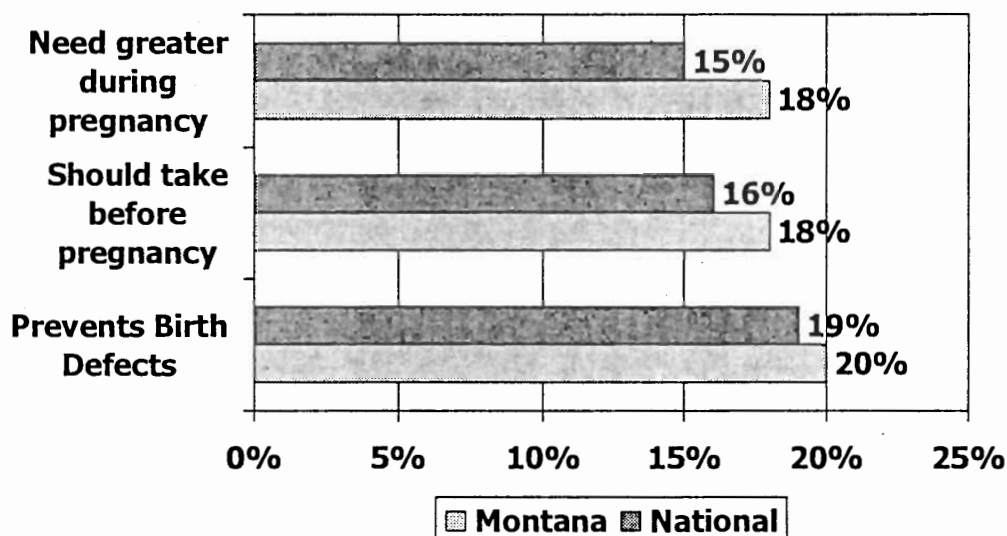
2001 Gallup Organization National Brand Study - Montana



Folic Acid-Specific Knowledge March of Dimes Folic Acid Survey



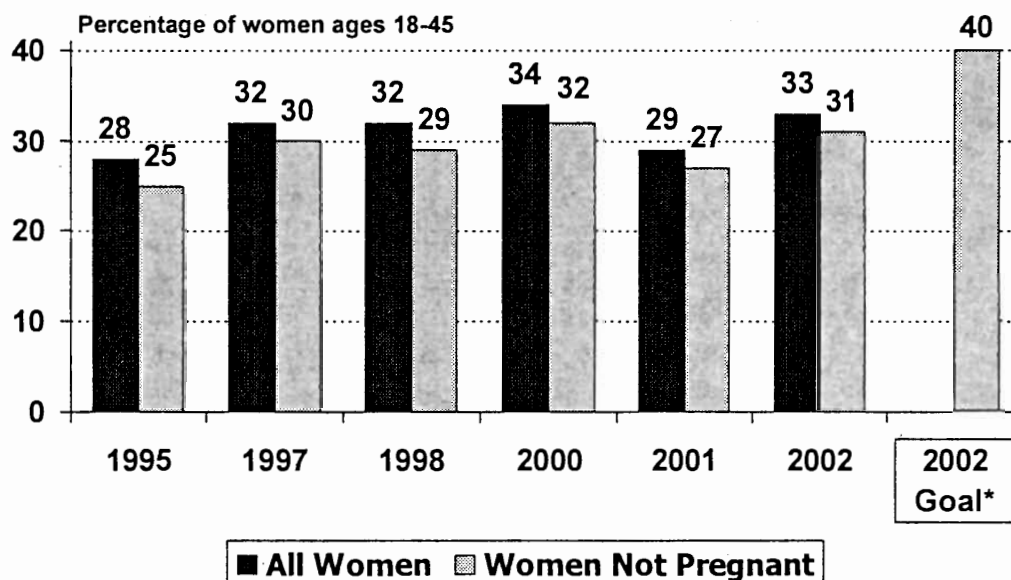
Folic Acid Specific - Montana



2001 Gallup Organization National Brand Study - Montana



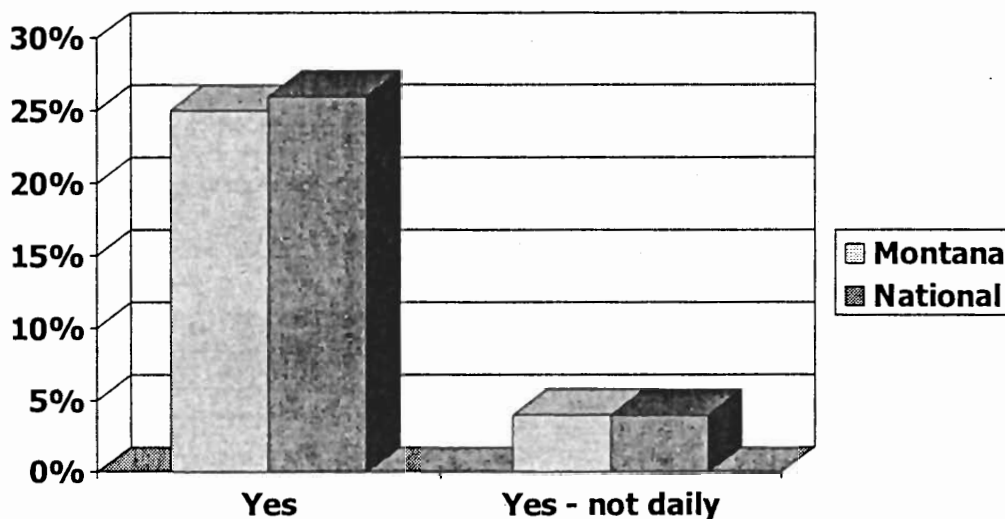
Daily Use of Vitamin Containing Folic Acid March of Dimes Folic Acid Survey



* Goal for non-pregnant women



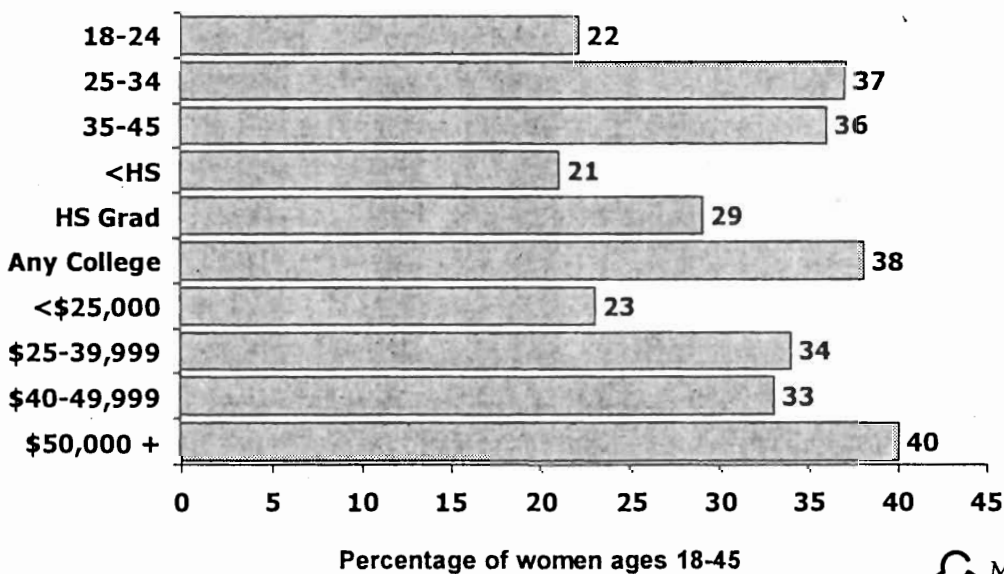
Vitamin Consumption Montana



2001 Gallup Organization National Brand
Study - Montana

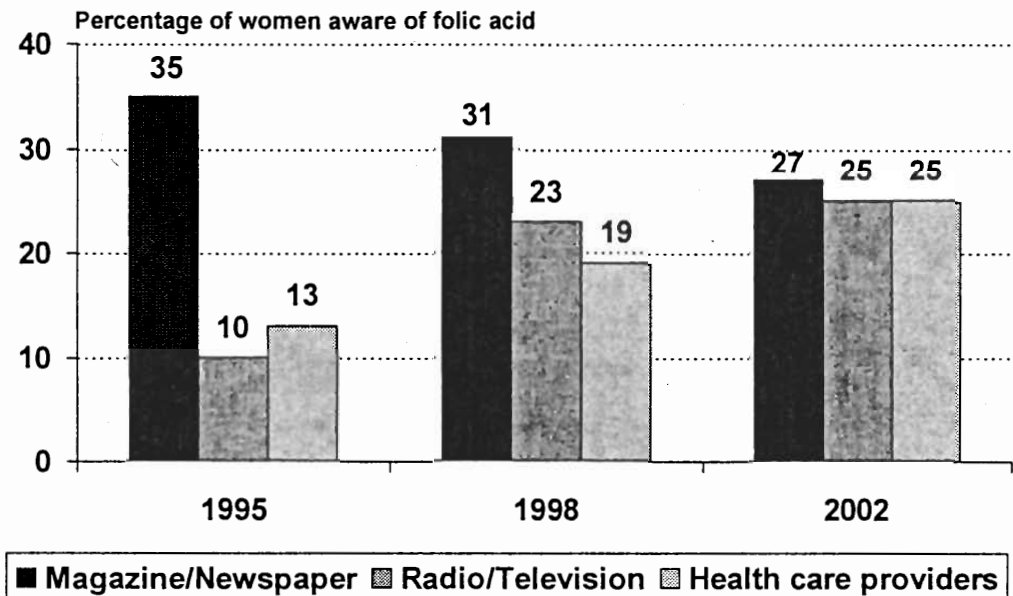


Characteristics of Women Taking Daily Supplement with Folic Acid March of Dimes Folic Acid Survey, 2002

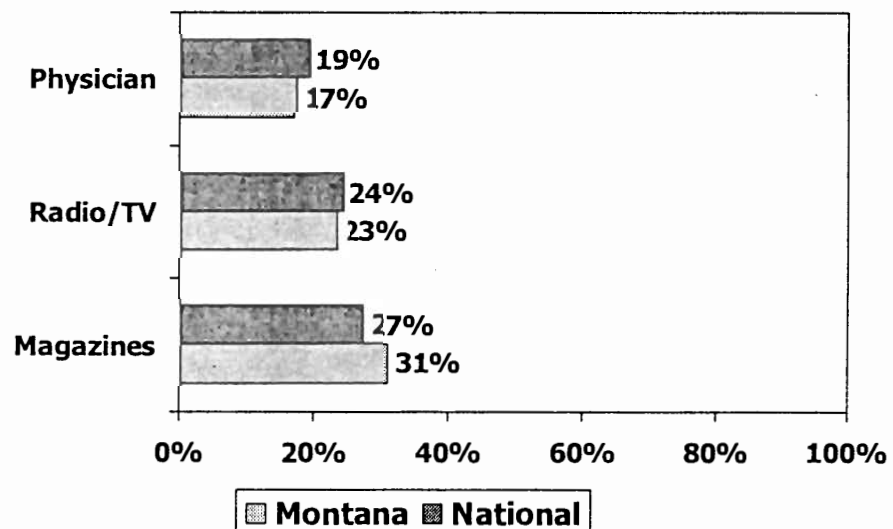


Source of Information on Folic Acid

March of Dimes Folic Acid Survey, Selected Years

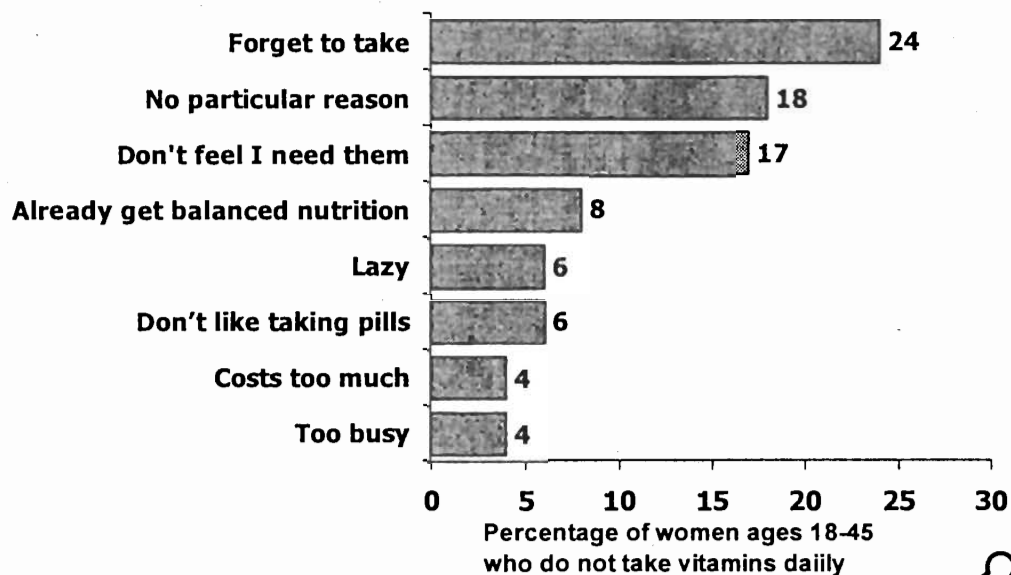


Source of Folic Acid Information - Montana



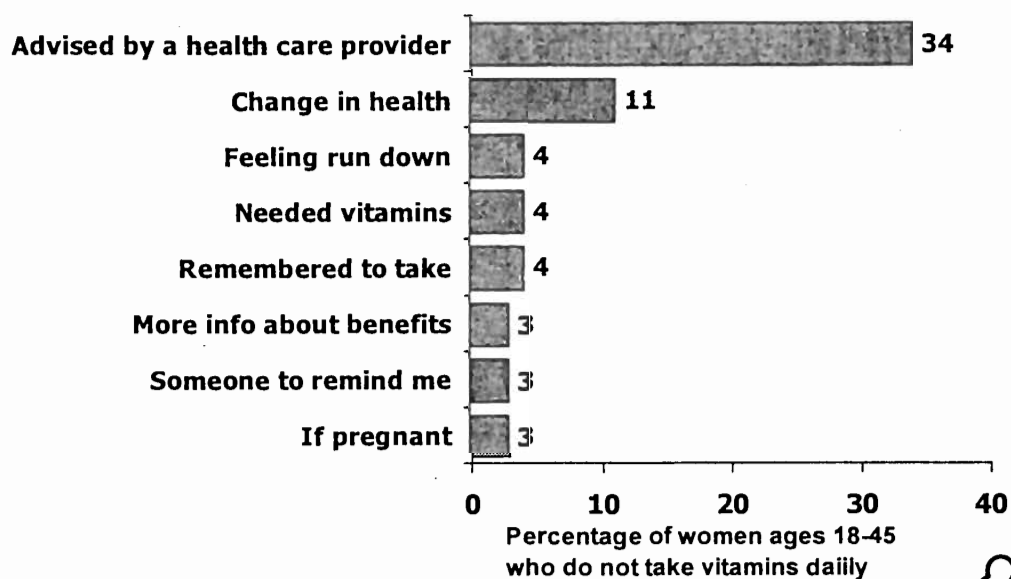
Reasons Why Women Do Not Take a Multivitamin Daily

March of Dimes Folic Acid Survey, 2002



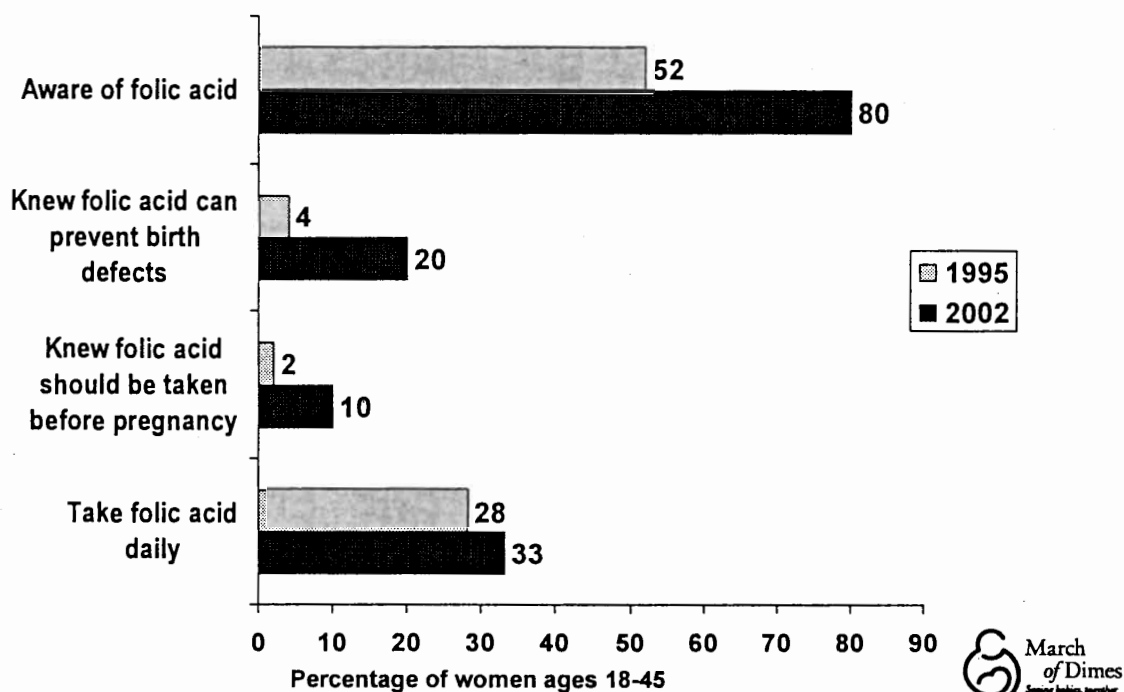
Things Women Reported Might Encourage them to Take a Multivitamin Daily

March of Dimes Folic Acid Survey, 2002



Folic Acid Knowledge and Behavior

1995 and 2002



Summary

- ◆ Between 1995 and 2002, folic acid awareness among women of childbearing age increased from 52% to 80%, meeting the March of Dimes goal for this objective
- ◆ Despite an increase in awareness, in 2002:
 - ❖ 1 in 5 women knew that folic acid can prevent birth defects
 - ❖ 9 out of 10 women did not know that folic acid should be taken prior to pregnancy
- ◆ In 2002, 1 in 3 women (33%) reported consuming a multivitamin containing folic acid daily

Summary (cont'd)

- ◆ When asked where they learned about folic acid:
 - ❖ More than half of women reported the media as their source of information
 - ❖ Only 25% of women identified their health care provider
- ◆ More than one-third (34%) said they would be more likely to take a vitamin supplement daily if their health care provider advised them to do so



Summary (cont'd)

- ◆ In 2002, nearly one in four women (24%) did not take a multivitamin daily because they forget to take them
- ◆ Most women (90%) who did not take a multivitamin daily said they would be very likely or somewhat likely to do so if their health care provider recommended it

